



WTIC-TV

ORDER

Print Date 10/24/12 Page 1 of 3

Flight Dates 10/25/12-10/29/12

Contract / Revision 396143 - 4

Original Date / Revision
10/24/12 10/24/12

Advertiser E Esty/D/5th Dist/Congress

Agency Greer Margolis & Mitchell, Ir

Buying Contact

3050 K St NW
Washington, DC 20007

Product

FIRENDS OF ELIZ ESTY

Agency Com 15%

Billing Contact

3050 K St NW
Washington, DC 20007

Sales Office TWDC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1953

Alt Order # 06361678

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL CAND

Product Codes PL3

Priority 01

Advertiser Ref

Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 15% Market Value 147900

Competing Station	% of Order	Amount
2WCCT	1%	1479
3WFSB	45%	66555
4WVIT	12%	17748
5WTNH	27%	39933
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	20	\$11,054.25	\$13,005.00	0.00	10/01/12	10/28/12	20	\$11,054.25	\$13,005.00
November 2012	5	\$7,803.00	\$9,180.00	0.00	10/29/12	10/29/12	5	\$7,803.00	\$9,180.00
Totals	25	\$18,857.25	\$22,185.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	10/25/12	10/26/12	M-F News at Ten News at Ten	CM	10p-11p	---TF--	:30	1	\$1,400.00	01	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--		1				\$1,400.00		0.00			
E 2	61	10/25/12	10/26/12	M-F 10a-11a M-F 10a-11a	CM	10a-11a	---TF--	:30	1	\$50.00	03	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--		1				\$50.00		0.00			
E 3	61	10/25/12	10/26/12	M-F News at 11pm News at 11pm	CM	11p-1135p	---TF--	:30	1	\$375.00	01	0.00	NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--		1				\$375.00		0.00			
4	61	10/25/12	10/26/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	---TF--	:30	1	\$300.00	01	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	---TF--		1				\$300.00		0.00			



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Contract / Revision **396143- 4** Flight Dates **10/25/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/24/12/ 10/24/12

Order Sep 00:15:00

Advertiser **E Esty/D/5th Dist/Congress** Product **FIRENDS OF ELIZ ESTY**Estimate # **1953**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
E 5	61	10/25/12	10/26/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	---TF--	:30	1	\$55.00	03	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					1	\$55.00		0.00			
6	61	10/29/12	10/29/12	M-F 5p-6p M-F 5p-6p	CM	5p-6p	1-----	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----					1	\$75.00		0.00			
E 7	61	10/25/12	10/26/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	---TF--	:30	1	\$425.00	01	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					1	\$425.00		0.00			
E 8	61	10/29/12	10/29/12	M-F 6a-7a M-F 6a-7a	CM	6a-7a	1-----	:30	1	\$275.00	01	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----					1	\$275.00		0.00			
E 9	61	10/25/12	10/26/12	M-F 630p-7p M-F 630p-7p	CM	630p-7p	---TF--	:30	1	\$600.00	01	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					1	\$600.00		0.00			
E 10	61	10/29/12	10/29/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	1-----	:30	1	\$275.00	01	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----					1	\$275.00		0.00			
E 11	61	10/25/12	10/26/12	M-F 8a-9a M-F 8a-9a	CM	8a-9a	---TF--	:30	1	\$75.00	03	0.00	NM	1	\$75.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					1	\$75.00		0.00			
13	61	10/27/12	10/28/12	Sa/Su 7a-9a Weekend Sa/Su 7a-9am Weekend I	CM	7a-9a	-----SS	:30	1	\$25.00	03	0.00	NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----SS					1	\$25.00		0.00			
14	61	10/28/12	10/28/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----2	:30	2	\$1,200.00	01	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----2					2	\$1,200.00		0.00			
E 17	61	10/29/12	10/29/12	M-F 5a-6a M-F 5a-6a	CM	5a-6a	1-----	:30	1	\$55.00	03	0.00	NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----					1	\$55.00		0.00			
18	61	10/29/12	10/29/12	World Series on FOX World Series	CM	730p-11p	1-----	:30	1	\$8,500.00	01	0.00	NM	1	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	1-----					1	\$8,500.00		0.00			
E 19	61	10/27/12	10/27/12	College FB Erly Game(FC College FB Erly Game(FC	CM	3p-730p	-----4-	:30	4	\$700.00	01	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----4-					4	\$700.00		0.00			
N20	61	10/26/12	10/26/12	Fri Prime A Kitchen Nightmares	CM	8p-9p	----2--	:30	2	\$2,000.00	01	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Contract / Revision **396143- 4** Flight Dates **10/25/12-10/29/12**Hiatus DatesOriginal Date / Revision 10/24/12/ 10/24/12Order Sep 00:15:00Advertiser **E Esty/D/5th Dist/Congress** Product **FIRENDS OF ELIZ ESTY**Estimate # **1953**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N20	61	10/26/12	10/26/12	Fri Prime A Kitchen Nightmares	CM	8p-9p	----2--	:30	2	\$2,000.00	01	0.00	NM	2	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----2--					2	\$2,000.00		0.00			
N21	61	10/25/12	10/26/12	M-F 2p-3p M-F 2p-3p	CM	2p-3p	---TF--	:30	1	\$200.00	01	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					1	\$200.00		0.00			
N22	61	10/25/12	10/26/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	---TF--	:30	1	\$200.00	01	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	---TF--					1	\$200.00		0.00			
N23	61	10/28/12	10/28/12	Su 1230a-1a Su 1230a-1a	CM	1230a-1a	-----1	:30	1	\$100.00	01	0.00	NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-----1					1	\$100.00		0.00			
Totals														25	\$22,185.00